

MAGNET®: ATTRACT & KILL STEPPED-UP TECHNOLOGY FOR PEST CONTROL

What is Magnet™ MED?

- The Magnet™ MED Attract and Kill system offer new technology for the management of Fruit Flies.
- The device is hand-applied to crops and each device combines long-life attractants with an insecticide formulation for season-long control(lasting at least six months).
- It consists of a laminated device with built-in hook.
- A lure with attractants for Fruit Flies is placed inside the device, releasing the attractants through holes located in each side of the device.
- The external surfaces are impregnated with an insecticide formulation but leaving an insecticide-free surface.
- Attractants lure male and female Fruit Flies to the insecticide treated surface, reducing the need for overall insecticide use and controlling the pest without the risk of insecticide contamination of the fruit and minimising the damage to the environment.

The insecticide is a special formulation of deltamethrin whose advantages include:

- Strong initial effect during the short period of contact
- Potent low-dose insecticide with long residual effect
- Highly stable formulation
- High persistence
- Resistant to rainfall washing
- Environmentally friendly

Magnet™ MED Advantages:

- Compact design and light weight
- Easy to transport
- Easy to apply
- Quick hanging, and ready to use
- Device design allows for a controlled release rate of the attractant



Efficacy in two steps: first lure the fly, then kill it.

- The entire device acts as a controlled release mechanism, releasing the attractants for a period of at least six months.
- Adult Fruit Flies of both sexes, mainly females (70%), are attracted to the device and when they land on its surface, they are killed by the insecticide.

Characteristics

- In contrast to conventional treatments, this system has been developed to be active in the field for long periods:
- Patented powerful attractants.
- Absence of direct contact between the insecticide and the fruits, and the devices are easy to remove from the field.
- Easy to integrate within Fruit Fly control strategies.
- Ready-to-use devices.

Application

- Apply at a rate of 75 devices per hectare to **citrus, stone fruits pome fruit and grapes.**
- Efficacy may improve in areas of high populations if a greater number of devices are used.

Deployment

- The device includes a hook at the top for easy placement in branches.
- Devices should be hung at head high, ($\pm 1,75$ m) on the sunny side.
- Choose a strong branch which is not likely to break or be pruned before the end of the season.
- Ensure the device is securely hooked onto the branch.
- Avoid placing the device near or above developing fruit to avoid direct contact between fruit and device

